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JUN 22 2011

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:  
David W. Roth et al.

Application No.: 09/216,206

Confirmation No.: 1079

Filed: December 18, 1998

Group Art Unit: 3622

For: System and method for real-time bidding  
for Internet advertising space

Examiner: John W. Van Bramer

**REPLY TO NON-FINAL OFFICE ACTION**  
**MAILED DECEMBER 22, 2010**

***VIA FACSIMILE: (571) 273-8300***

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

This is a reply to the non-final Office Action ("Office Action") mailed December 22, 2010. In view of the following arguments and remarks, reconsideration of the outstanding rejections is respectfully requested.

**Remarks / Arguments begin on page 2**

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